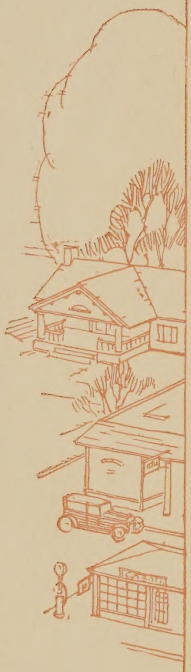
PERFECT WARMTH *with* ECONOMY

For Smaller Homes and other Buildings

IDEAL ARCOLA HEATER *with* AMERICAN RADIATORS



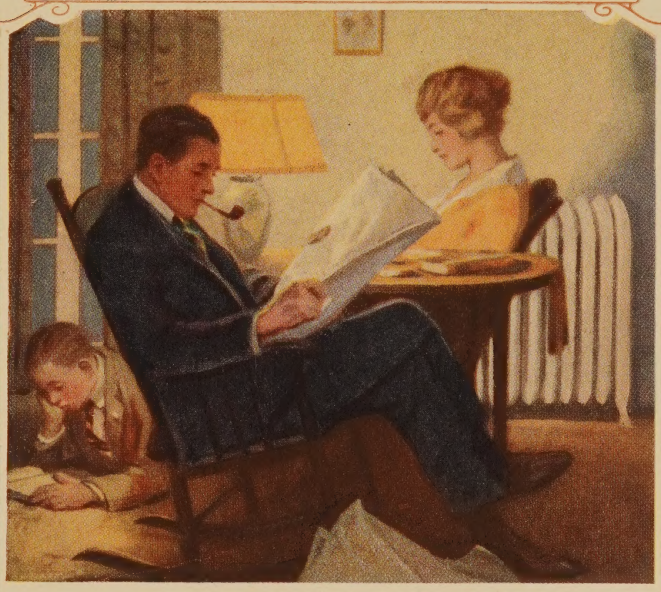
An Ideal of Service

IN the pages of this book is told the story of one of the most serviceable inventions ever made in heating equipment—the Ideal Arcola Heater.

For many years the advantages of radiator warmth were restricted almost entirely to owners of larger, cellar-constructed homes and other buildings. Owners of smaller dwellings, particularly of the cellarless type, were confined to the use of old-fashioned heating methods.

It was in the endeavor to bring the great advantages of radiator warmth within reach of all that the Ideal Arcola Heating System was conceived. Only a few years ago it was perfected. Today over one hundred thousand owners enthusiastically recommend it as an investment which will pay good dividends in the form of health, comfort, and yearly fuel savings.

AMERICAN RADIATOR COMPANY



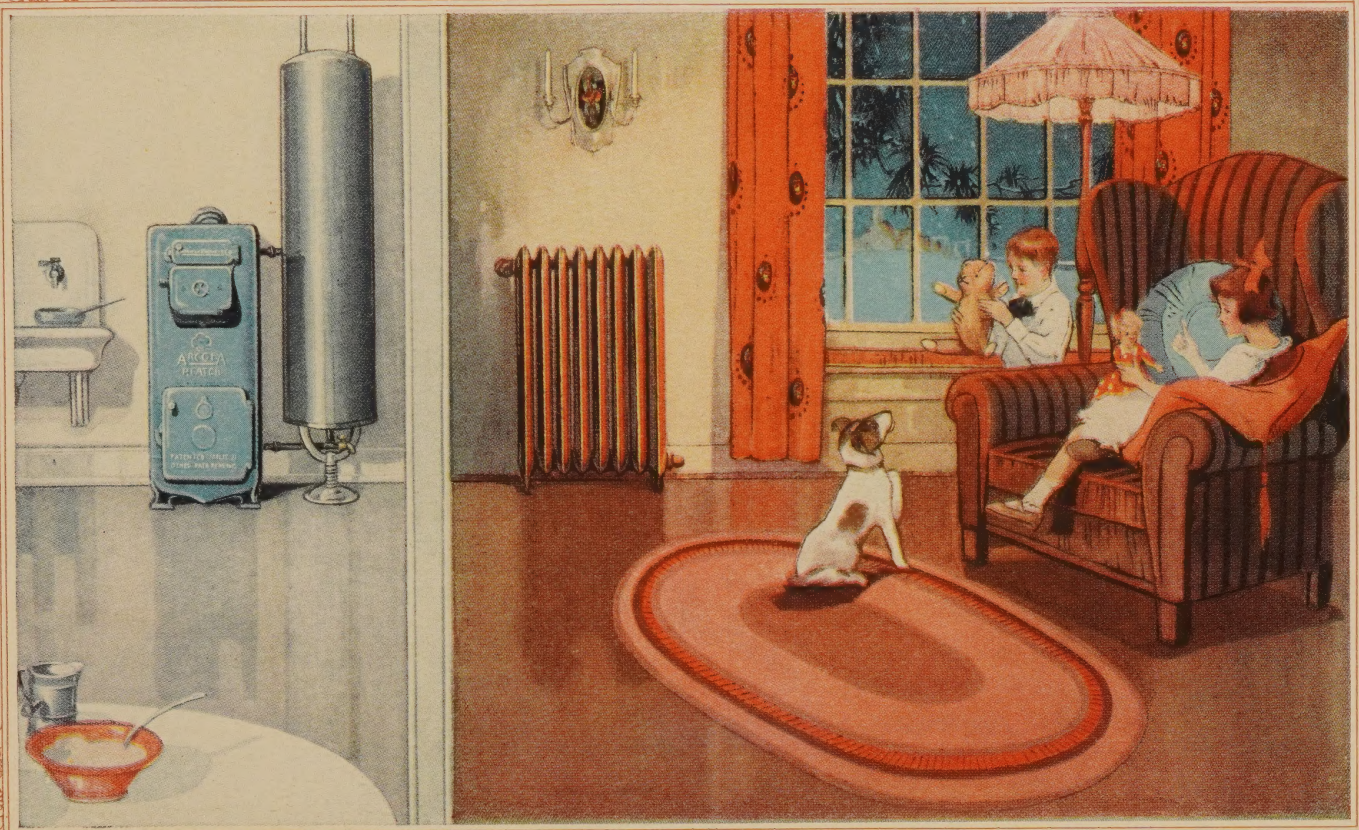
PERFECT WARMTH WITH ECONOMY

for

Small Homes and Other Buildings
With or Without Cellar

IDEAL ARCOLA HEATING

Copyright, 1926


ARCOLA
PEARCE

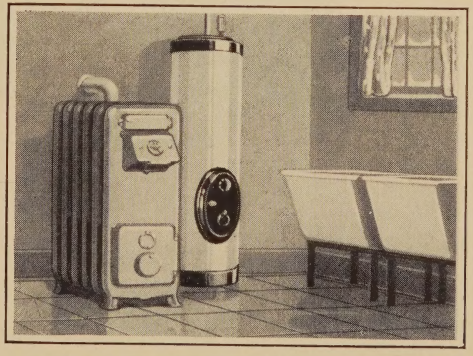
HOT WATER RADIATOR WARMTH IN EVERY ROOM

For Smaller Homes and Other Buildings With or Without Cellar

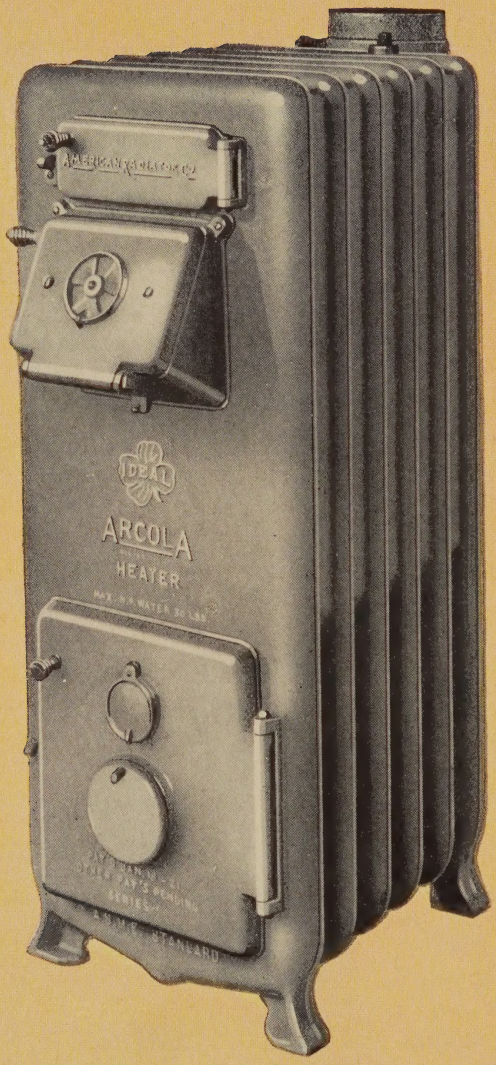
IF you would enjoy the genuine comfort of an ideal hot water heating system, and the great economy and convenience of having the complete system right within the rooms of your home, you will find in the Ideal Arcola Heater with American Radiators, a heating outfit that will serve your every need; that will fulfill your every wish; that will do its full share toward making your home all that you would like it to be.

Mansion Warmth at Bungalow Price

The Ideal Arcola Heater with American Radiators is a complete hot water heating plant especially designed to serve the requirements of smaller homes and other buildings with or without basement. The Arcola Heater itself is a unique combination boiler-radiator that may be placed in kitchen, living room, or if desired, in the basement, the connected radiators being placed where necessary throughout the house. To the countless smaller homes and other buildings of America, an Arcola Heating system offers all the advantages inherent in the most expensive mansion hot water heating installation, but offers them at bungalow price. It is the least expensive hot water heating system in the world.



THE ARCOLA MAY BE PLACED IN THE CELLAR IF DESIRED



THE IDEAL ARCOLA HEATER HAS BEEN DEVELOPED AT OUR INSTITUTE OF THERMAL RESEARCH, THE LARGEST HEATING LABORATORY IN THE WORLD. TO SMALLER HOMES AND OTHER BUILDINGS IT OFFERS THE HEATING ADVANTAGES ENJOYED IN THE FINEST MANSION OF THE LAND

STEADY WARMTH ALL THROUGH THE HOME WITH ONE-THIRD ANNUAL FUEL SAVING

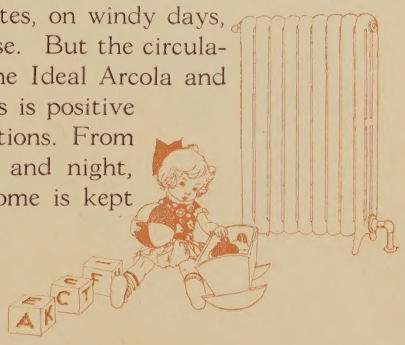
THE Arcola home is a home of genuine comfort. Outside, the ground may be a sheet of ice; driving sleet may beat against the house; the wind may howl in a bitter gale; within there is warmth and comfort in every room. In this respect the house warmed by the Arcola Outfit is equal to the finest mansion of the land.

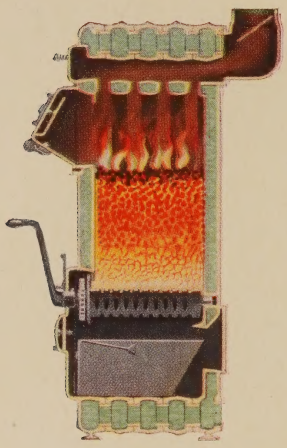
A Unique Achievement

The Ideal Arcola Heater is a boiler and a radiator combined—a unique achievement in heating apparatus. It may be placed in the basement, the kitchen, any room having a chimney connection, or right on the floor of the store, the shop, garage, etc. It may be connected with one, two, or more radiators, placed wherever desired, according to your immediate heating needs. The one fire maintained in the Arcola Heater is sufficient to keep a steady flow of hot water through the entire outfit. High winds cannot arrest this steady flow of warmth. That is the first great advantage of radiator heating service.

Positive Circulation Gives Warmth Where You Want It— When You Need It—

With old-fashioned heating methods either one room only is warmed, or the hot air circulates, on windy days, through only one side of the house. But the circulation of the hot water through the Ideal Arcola and its connected American Radiators is positive and independent of weather conditions. From early morning through the day and night, every nook and corner of the home is kept





FRONT-TO-REAR CROSS-SECTIONAL VIEW OF THE IDEAL ARCOLA HEATER. NOTE THE LARGE COMBUSTION CHAMBER AND EXTENSIVE WATER-BACKED, HEAT-ABSORBING SURFACE

in cozy warmth. The Arcola home has no cold spots, no partly heated or overheated rooms. With this outfit you are assured of having an abundant supply of clean and healthful warmth whenever you need it and where you want it.

How it Operates

The operation is very simple and will be clearly understood from the illustrations. One fire is maintained within the Arcola. This fire is completely surrounded by water-backed, heat-absorbing surface. When the water becomes heated it becomes lighter in weight per unit volume, rises, and flows through the radiators. The radiators, in turn, warm the surrounding air and circulate it through the home, while the water, being somewhat cooled, flows back to the Arcola. The process is continuous. The entire body of water in the Arcola and the radiators is kept in constant circulation and every corner of the home is kept in cozy warmth.

Just the Temperature You Desire

Naturally, the hotter the water becomes the more rapidly it will circulate. But the heat of the fire in the Arcola can be kept at any point desired. Therefore, the temperature of the water and its speed of circulation are controlled.

Through the days and nights of spring and fall, when the cold is not severe, only a low fire need be maintained. The water will circulate at whatever temperature you wish, bringing just the right amount of warmth to every room to remove the chill in the air. When the cold nights and mornings of mid-winter come, speed up the fire;

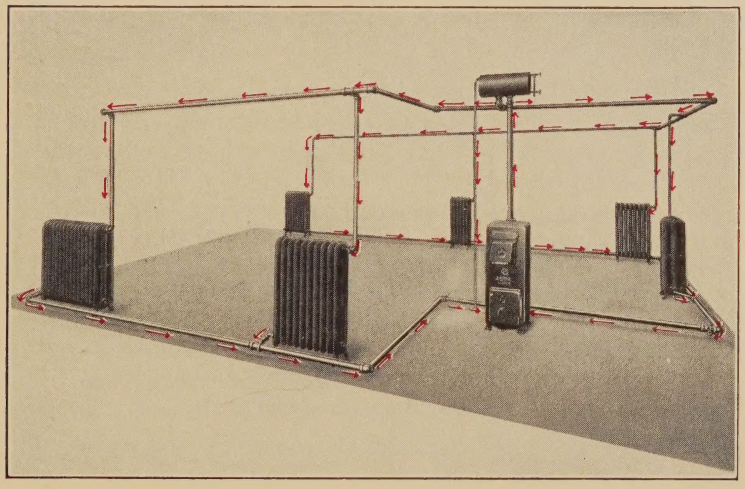
the water will travel faster, at a higher temperature, and the home will be abundantly supplied with mild, June warmth.

Distributed Warmth—No "Spotty" Heating

It will be observed that although the Arcola Heater operates on one fire, its heat is not spent in warming one room only—as is the case with certain types of old-fashioned heating methods. The Arcola burns no more coal than these, but it *distributes the warmth produced evenly, uniformly, at comfortable temperatures* throughout the home. Not only, therefore, is Arcola warmth more comfortable and healthful, it is far more economical.

A Scientifically Designed Heating Outfit

The Arcola Heater is a product of modern science. Each element in its design—grate area, direct and indirect heating surface, flue area, gas travel, draft openings, etc., has been carefully proportioned and balanced to effect the maximum utilization of the heating value of the fuel supplied to it. You take no risk when you invest in this heating plant.



THE ARROWS SHOW THE DIRECTION OF WATER FLOW THROUGH AN IDEAL ARCOLA HEATING SYSTEM. THE CIRCULATION IS POSITIVE AND ALTOGETHER INDEPENDENT OF WEATHER CONDITIONS. HIGH WINDS OR BITING COLD CANNOT ARREST THE STEADY FLOW OF HOT WATER THROUGH THE RADIATORS

QUICKLY INSTALLED AT SMALL EXPENSE

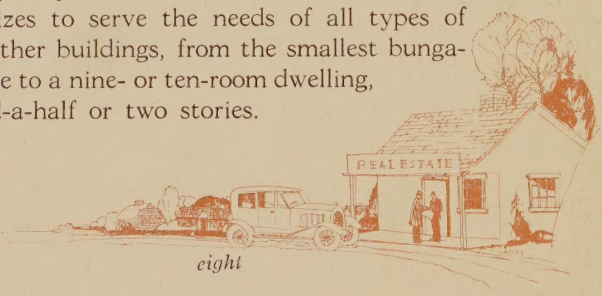
UNLIKE ordinary boilers, the sturdy little Ideal Arcola Heater is completely assembled at our factory and shipped in a single unit, just as if it were a radiator. To install it requires a minimum of time and involves no great inconvenience or expense.

If your home or other building is now equipped with an old-fashioned device, it may be kept in operation until your new radiators are all set up. The Arcola Heater can then be quickly installed in place of the old unit. Just as soon as this change is made, you can light the one fire in the Arcola and soon your whole home will be filled with clean and healthful warmth. And you will know that from now on, true comfort and the utmost in economy are ever to be yours.

Enlarged At Any Time to Meet Your Heating Requirements

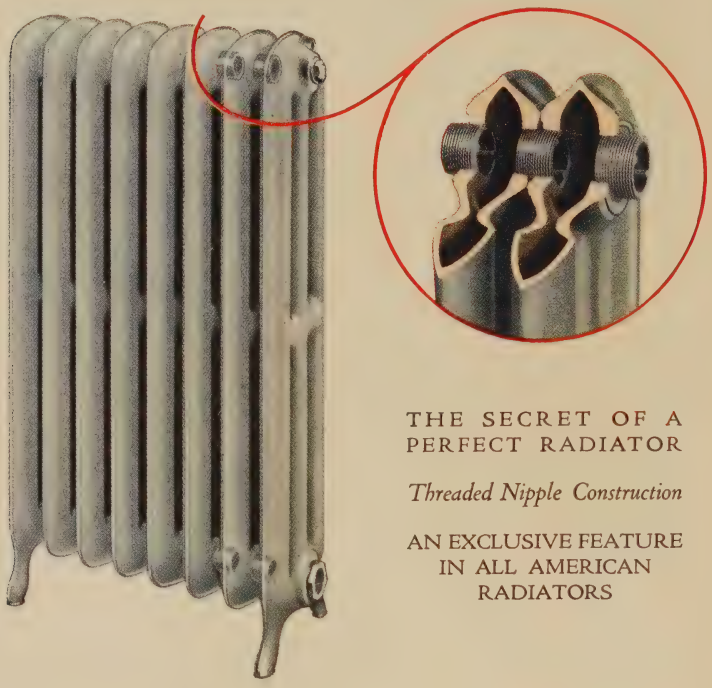
Perhaps just now your heating requirements are limited. Even so, there is an Ideal Arcola of just the right size and price for you. Later on, should you wish to enlarge your home or other building, or extend the heating plant, more sections can easily and inexpensively be added to the Arcola and additional radiators can be installed.

The size of the Ideal Arcola Heating Outfit has nothing to do with its quality of warmth. It is made in a wide variety of sizes to serve the needs of all types of homes and other buildings, from the smallest bungalow or cottage to a nine- or ten-room dwelling, one, one-and-a-half or two stories.



An Ideal Heating Outfit for Small Garages

Connected with American Peerless Wall Radiators, the Ideal Arcola Heater furnishes an exceptionally desirable and efficient heating outfit for smaller garages. It keeps the automobile engine warm, protecting it from the break-downs and depreciation resulting from cold starts. It will do much toward insuring the use of the car *whenever it is wanted* through the winter months. It is very easily cared for, occupies but a small amount of space along the wall, requires no extra piping and no running water. It is a complete, self-contained unit in itself. The initial price of the Ideal Arcola Garage Heating Outfit is very low, while its cost of maintenance is an almost negligible item.



THE SECRET OF A PERFECT RADIATOR

Threaded Nipple Construction

AN EXCLUSIVE FEATURE IN ALL AMERICAN RADIATORS

THE AMERICAN RADIATOR

World Standard of Merit

AMERICAN Radiators form an integral part of an Arcola Heating Outfit.

The casual eye may not notice, at once, the difference between radiators. But there is a difference, and it is one that makes itself increasingly apparent under the great test of time.

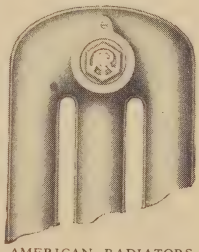
All American Radiators are made according to the construction shown above. The sections are joined and held together on the *inside;* they are not, as is the case with ordinary radiators, held together on the outside by iron rods and nuts.

Superior Service and Better Appearance

Naturally, this threaded nipple construction entails more manufacturing operations, but it is a guarantee of perfect service. It unites the advantages of the two basic types of mechanical connections, the faced and the threaded joint.

The special, threaded nipple construction is the tightest, safest and trimmest that can be made. It eliminates the need of the ordinarily-used and unsightly iron rods and nuts. And it allows new sections to be added to any American Radiator, at any time, with the least trouble.

It has been on the basis of this exclusive, threaded nipple construction that American Radiators have climbed to world supremacy —their acknowledged position. It pays to see that the radiators supplied with the Ideal Arcola Heater are "American" Radiators. Look for the trade-mark.



AMERICAN RADIATORS ALL BEAR THE TRADE-MARK SHOWN ABOVE—ARCO

AN ADDED CONVENIENCE

The Ideal Arcola Automatic Heat Regulator

THE IDEAL ARCOLA AUTOMATIC HEAT REGULATOR

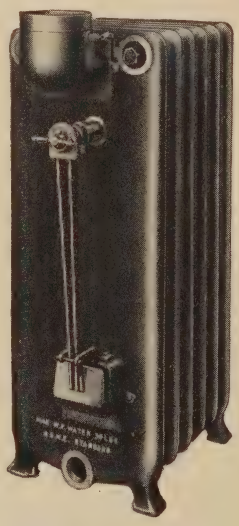
AS A result of intensive experimentation conducted in the endeavor to secure a simple, compact automatic heat control device for the Ideal Arcola, there has been perfected the special regulator illustrated at the side. It can be attached to the Arcola in a few minutes.

Advantages of Automatic Regulation

With the Ideal Arcola Automatic Heat Regulator attached, you have only to turn the control handle on the graduated dial to obtain more or less heat. The Ideal Arcola Heater will respond quickly to your needs; and with the aid of this special device, will automatically maintain the heat output at any rate you desire.

The Automatic Heat Regulator acts like an ever-present guardian over the coal bill. With no interference on your part after you have set it, it never allows more coal to be burned than is absolutely necessary to maintain whatever temperature you wish. Your time and steps are saved.

Your dealer will be pleased to provide you with this Regulator. As an accessory unit, it entails a slightly additional cost; but it will serve efficiently during the life of the Arcola itself.



REAR VIEW OF THE IDEAL ARCOLA HEATER WITH REGULATOR ATTACHED

A PERMANENT INVESTMENT FOR NEW OR OLD HOMES AND OTHER BUILDINGS

THE time may come when you may wish to sell or rent your home. This fact is certain: that as the Arcola Heater with American Radiators increases the value of a place in which to live or work, so it justly increases its value as a place to sell or rent. The experience of one of the best known realtors in America has prompted this statement. Says he, "One of the first things the buyer of a house asks about is the heating. An Arcola hot-water heating outfit can easily add from three to five times its cost to the selling value of the house." (Joseph P. Day, New York.)

There is no risk involved in making this investment. Thousands of owners have proved it. In the form of better health, true comfort, permanent economy and higher property value, the Ideal Arcola will pay you good dividends. It is one investment you will always be glad to have made.

Low Price ~~ Easy Payments

The tremendous popularity earned by the Ideal Arcola has developed the necessity for its production on a vast quantity basis. This, in turn, has permitted numerous manufacturing economies which have allowed very low selling prices.

Yet one further step has been taken to bring the Arcola within the reach of every one. You can replace your old-fashioned heater with a complete Arcola outfit, completely installed, for a small initial deposit, paying the balance out of your monthly income. There is no need of drawing on your principal in the bank.

Your own local heating dealer will be pleased to arrange with you the few details connected with the convenient payment plan.

THE IDEAL ARCOLA PARLOR HEATER

HERE IS A MODEL OF BEAUTY AND HEATING EFFICIENCY—THE IDEAL ARCOLA PARLOR HEATER—A CHEERY, DECORATIVE ORNAMENT IN ANY ROOM. IT IS COMPLETELY EQUIPPED WITH AUTOMATIC REGULATION AND EMBODIES EVERY POSSIBLE REFINEMENT

THE IDEAL ARCOLA PARLOR HEATER

NO single heating plant ever made has attained in so short a time the degree of enthusiastic approval which has been given to the Ideal Arcola Heater—the sturdy little pioneer that first brought to many thousands of people the health, the comfort, the convenience and the great economy of radiator warmth.

We need not recount the steps that led to the perfection of the model illustrated on the opposite page. It is a union of efficiency and beauty embodying every refinement known to the heating science.

An Ornament in Any Living Room

Its exterior is sheet steel, finished with a beautiful vitreous gray enamel applied at high temperature, under the most careful supervision. It glows with a rich, bright, glass-like luster. The doors are enameled black, while through the window-glow-panels in front the bright fire-lights shine clearly and cheerily. This Arcola model has been designed especially for installation in the parlor or living room—hence its name—Ideal Arcola Parlor Heater.

The Ideal Arcola Parlor Heater harmonizes with any interior. Connected to American Radiators placed throughout the rooms, it sends a steady supply of hot water to every nook and corner of the home. So installed it will warm the entire home not only comfortably and healthfully, but with an annual saving of one-third the coal bill.

Perhaps this model Arcola Heater will just perfectly suit your wishes. It is available at your own local dealer's shop, or you may see it at any of our branch offices. Let us urge that you call at either place without delay and enjoy at once the full benefits that an Ideal Arcola Heating System holds in store for you.

CONSTANT HOT WATER FOR EVERY NEED AT LOWEST COST

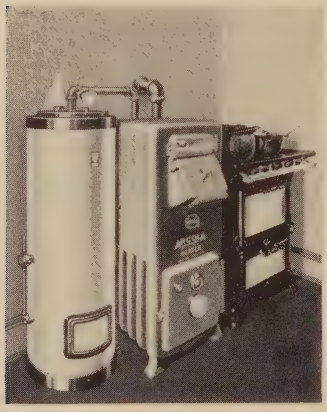
Arco Tanks for Hot Water Supply

TO HAVE a constant supply of hot water, as hot as you need it and whenever you wish it, in kitchen, bathroom, laundry or any other place—this is to enjoy one of the greatest of modern comforts. Indeed it is more than a comfort; it is an essential requirement for the enjoyment of clean living and good health.

It is therefore a source of genuine pleasure to the AMERICAN RADIATOR COMPANY to present the most scientifically developed and efficient instruments for heating and storing hot water that have yet been produced.

Self-Contained Units for Coal or Gas

Arco Tanks for Hot Water Supply are made in a complete range of sizes for both coal-burning and gas-burning. Each is a self-contained unit possessing special and exclusive features which insure running hot water at any or all faucet connections, instantly, at the desired temperature, and in adequate quantity to serve the needs for which a tank is selected. For bathroom, kitchen, laundry, store, office, dairy, restaurant, laboratory, comfort station, waiting room, gymnasium—for these and other uses, an Arco Tank will be found exactly suited to the requirements.



AN ARCO TANK CAN BE PLACED UPSTAIRS OR IN THE BASEMENT

Costs But a Few Cents a Day

As owner of an Arco Tank for Hot Water Supply, you are assured, further, that you are

ARCO TANKS FOR HOT WATER SUPPLY

BURNS COAL

Completely Equipped

Easily Installed

Ready for Service

BURNS GAS

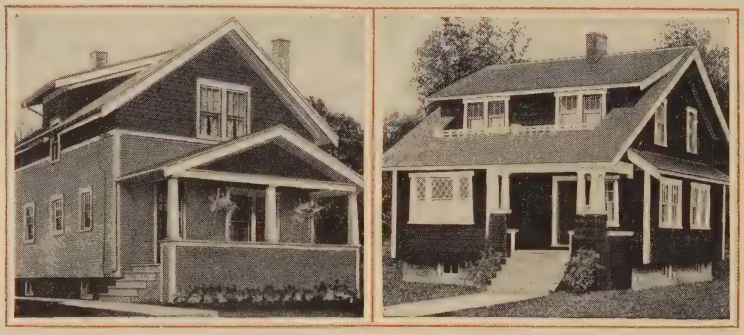
getting an instant, abundant supply of hot water on the very least expenditure for fuel, actually for a few cents a day.

Low Price ~~ Convenient~ Payments

Arco Tanks are made to serve the universal need. Simplicity characterizes their design and operation. Their prices are unusually low and attractive, and you may enjoy the advantages of an Arco Tank while you are paying for it on a Convenient Payment plan. Your own local heating dealer will be pleased to give you the few details.

* * * * *

IF you wish, we shall be pleased to send you copy of a beautiful book giving complete details on Arco Tanks for Hot Water Supply. Address, American Radiator Company, 1807 Elmwood Avenue, Buffalo, N. Y., or call at any of our branches.



TYPICAL ARCOLA HOMES

ONE-AND-A-HALF-STORY
SEVEN ROOMS AND BATH

TWO-STORY
EIGHT ROOMS AND BATH

A Few Excerpts from Representative Testimonials

"Arcola is the handiest, most efficient, cheapest, most cleanly and nearest to natural heat, I know of."

—D. FRANK HENCH, Progress, Pa.

"The Ideal Arcola in my home is a comfort and a pleasure—no cold rooms nor cold corners."

—WALTER H. THAYER, Bellington, Mass.

"We anticipated comfort from the Arcola—but we can't tell you how much more comfort we are receiving than we expected."

—JOHN GREEN, Detroit, Mich.

"Arcola is satisfactory in every respect. No more fire-places or hot-air furnaces for me."

—B. F. PETIRE, Pensacola, Fla.

"Arcola is sure a wonderful invention. I would not be without it for anything under the sun."

—RAY MITCHELL, Detroit, Mich.

"The money I invested in Arcola has added more comfort to my home than any other appliance in the house."

—WM. S. PFAFF, New Orleans, La.

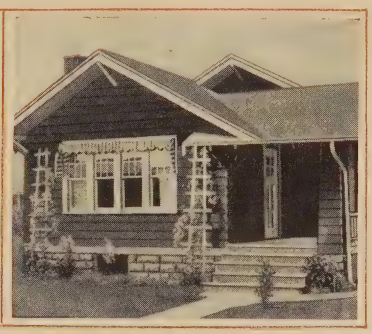
"Our Arcola not only heats the house, but acts as an incinerator, radiator to the kitchen, and hot water heater."

—C. E. ETHERTON, San Francisco, Cal.

"I have an Ideal Arcola installed and am more than pleased with it. Its equal cannot be found."

—FRANKLYN T. BURCH, Newport, L. I.

TYPICAL GROUP OF SMALL HOUSES, EACH ONE HEATED PERFECTLY BY AN ARCOLA HEATER-AMERICAN RADIATOR OUTFIT



TYPICAL ARCOLA HOMES

CALIFORNIA TYPE BUNGALOW — ONE-STORY, FIVE ROOMS AND BATH

"My candid judgment is that Arcola is a pronounced success."

—M. C. ROBERTS, Terrell, Texas

"We have saved fully 50% of fuel over the old-style heating stove, not mentioning the cleanliness, labor saved, and even temperature throughout the house.

"Arcola system of heating has gone beyond our expectations. We will be more than glad to recommend it."

—CHRISTIAN KOMMER, Cincinnati, Ohio

"Rooms that were never warm before are filled with growing plants. Arcola has done it all."

—FRANK LEHR, Noblesville, Ind.

"The wonderful feature of Arcola is the small amount of fuel it takes."

—B. H. HERTENSTEIN, New Baden, Ill.

"We have had enough zero weather to convince me that Arcola is just what you claim it to be—'ideal.'"

—REV. MAX WERTHEIMER, Ph. D., Ada, Ohio

"The gentle but abundant warmth of an Arcola heated store invites customers."

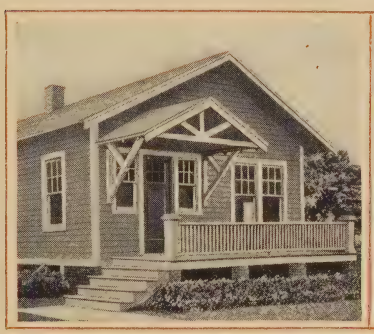
—W. J. QUEEN, Chicago, Ill.

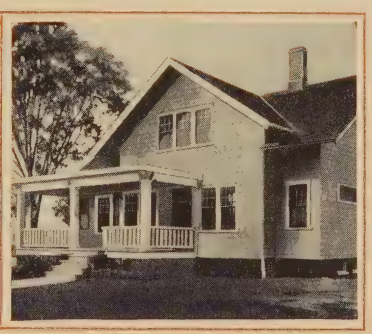
"The results of Arcola as to efficiency and economy are superior to those of any other heating system I have used."

—W. T. FITZPATRICK, Nashville, Tenn.

"I don't think there is any heating plant to be compared with Arcola, and take great pride in showing it off."

—SAMUEL DIXON, Ocean City, N. J.





ONE-STORY, FOUR ROOMS AND BATH — TWO-STORY, NINE ROOMS AND BATH

TYPICAL ARCOLA HOMES

TYPICAL ARCOLA HOMES

ONE-AND-A-HALF-STORY, SIX ROOMS AND BATH

TWO-STORY, EIGHT ROOMS AND BATH

"Nothing can give the 'even' heat and comfort for so little trouble and expense as Arcola."

—JAMES H. WESTERVELT, Grand Rapids, Mich.

"Arcola is giving perfect and entire satisfaction. Don't hesitate to call on me as a reference."

—DR. H. S. BIBBERO, San Francisco, Cal.

"Our house has no basement—yet with Arcola we are enjoying the comfort of hot-water heat."

—MRS. H. B. HARTZELL, Lincoln, Neb.

"We consider the Arcola Heating the best ever presented, for flats or for any modern house in any climate or any part of the country."

—EMIL G. DE RY, San Francisco, Cal.

"I have nothing but the highest praise for the Arcola System, and heartily recommend it."

—R L. MILLER, Ft. Worth, Texas

"With Arcola it is like summer-time in every room."

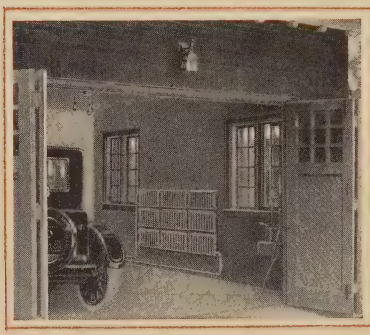
—LEO BUTLER, Noblesville, Ind.

"House always warm in any weather and we have nothing but praise for Arcola."

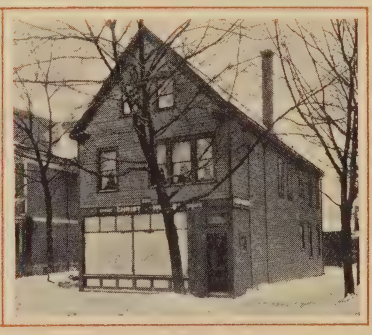
—H. A. JOHNSON, Omaha, Neb.

"Arcola was a revelation to us in easy heating; especially in the short time that it took to get the whole house warm. We heat every corner of our house warm, with a nice summer heat, with less coal than we would use in one stove."

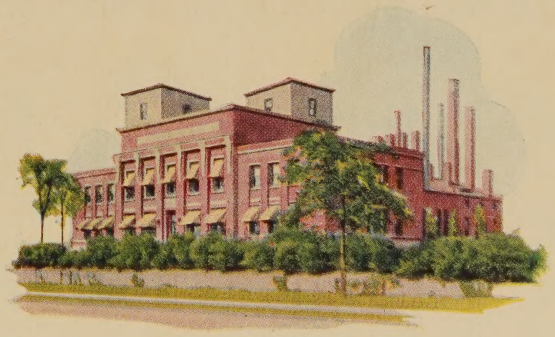
—R. B. JOHNSTON, Oakland, Cal.



TYPICAL IDEAL ARCOLA GARAGE INSTALLATION



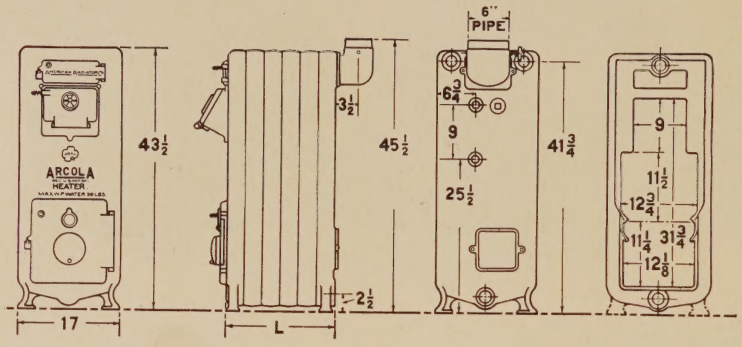
TYPICAL COMBINATION STORE AND FLAT ARCOLA INSTALLATION



The Institute of Thermal Research

THIS is the largest heating laboratory in the world, completely equipped with experimental machinery and directed by scientists of long, practical experience. The Institute is dedicated solely to the study of heat and the practical application of the principles developed, to the end that every heating product bearing the trade-mark of the American Radiator Company will represent the highest standard of quality.

IDEAL ARCOLA HEATER



RATINGS

IDEAL ARCOLA Heaters are shipped complete in crate.

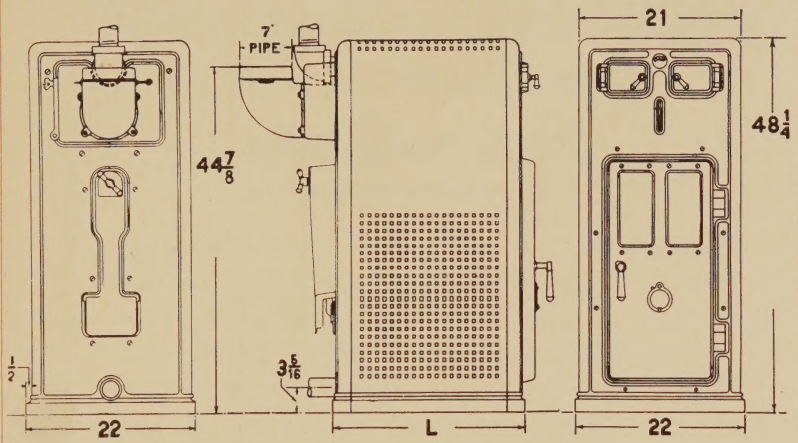
Oval smoke pipe connection will take 6-in. diameter smoke pipe. Flow pipe tapping, 2–2 in. Return pipe tapping, 2–in.

T. M.'s IDEAL and ARCOLA, Reg. U. S. Pat. Off.

Pat'd January 18, 1921. December 4, 1923.

Number of Boiler	Number of Sections	Rating Square Feet	Fuel Capacity Pounds	Length Inches	Radiating Surface of Arcola and exp. tank sq. ft.
No. 4H	4	200	60	12	45
No. 5H	5	300	80	15	50
No. 6H	6	400	100	18	55
No. 7H	7	500	120	21	60
No. 8H	8	600	140	24	65

IDEAL ARCOLA PARLOR HEATER



Outfit Number	Number of Heater	Sq. Ft. Radiation	Outfit Number	Number of Heater	Sq. Ft. Radiation
A-150-40	40	150	A-350-50	50	350
A-175-40	40	175	A-375-50	50	375
A-200-40	40	200	A-400-60	60	400
A-225-40	40	225	A-425-60	60	425
A-250-40	40	250	A-450-60	60	450
A-275-40	40	275	A-475-60	60	475
A-300-50	50	300	A-500-70	70	500
A-325-50	50	325	A-525-70	70	525
			A-550-70	70	550

Outfit consists of Ideal Arcola Parlor Heater Completely Equipped with Expansion Tank, Drain Valve, Vent Fitting, and Regular 38-Inch American Peerless 3-Column Radiators in the amount of radiation listed above, distributed among as many radiators as desired.

DIMENSIONS AND RATINGS

Number of Boiler	Number of Sections	Water Rating Sq. Ft.	Grate Area Sq. Ft.	Hard Coal Fuel Capacity Lbs.	Length "L" Inches	Chimney Size Inches	Chimney Height Feet	Equivalent Radiating Surface of Arcola Heater
40	4	375	.81	66	17½	8x8	25	45
50	5	500	1.08	88	20½	8x8	25	50
60	6	625	1.35	110	24	8x8	30	55
70	7	750	1.62	132	27½	8x8	30	60

Tappings—One 2½-Inch Outlet and One 2½-Inch Inlet

FORM 4072 50M—3-26

MADISON SQUARE PRESS, INC.,
NEW YORK